The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 2

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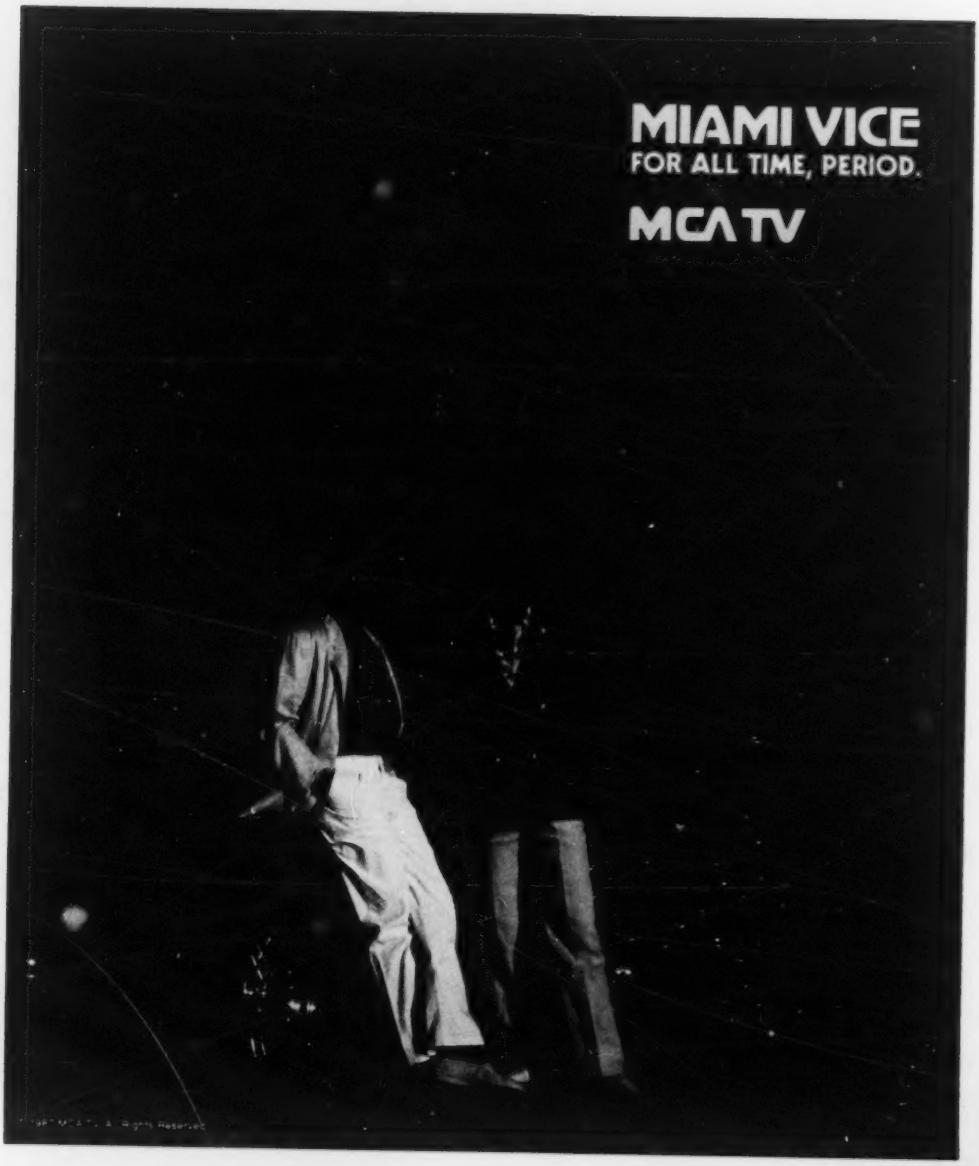

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56th Year 1987
NATPE POST MORTEM

Vol. 112 No. 5

Broadcasting Feb 2

Group W pulls out of KHJ-TV Los Angeles purchase
Advancing on the NAB board meeting
"At Large" with programing reps □ The news from NATPE

PULLING OUT □ Westinghouse bows out of its $310-million purchase of RKO's KHJ-TV, throwing uncertainty into RKO settlement case at FCC. **PAGE 39.**

SUNNY SIDE □ Radio, must carry among hot topics at NAB board meeting this week in Laguna Niguel, Calif. **PAGE 40.**

TOP POSITION □ Ed Markey (D-Mass.) will be next chairman of House Telecommunications Subcommittee. **PAGE 40.**

ABC SUIT □ ABC files copyright infringement suit against SBN, company that is scrambling signal of its New York O&O, WABC-TV. **PAGE 42.**

TAFT LEAVES TAFT □ Dudley Taft to leave Taft Broadcasting and take WGHP-TV Greensboro, N.C., with him. **PAGE 43.**

REVERSE GEAR □ Chrysler withdraws sponsorship in ABC's *Amerika* mini-series. **PAGE 44.**

NATPE "AT LARGE" □ BROADCASTING sat down with Petry's Dick Kurlander, HRP's Dean McCarthy and Katz's John von Soosten to get the rep view of syndicated progaming in 1987. **PAGE 50.** Action-adventure shows find a rebirth on NATPE's exhibit floor. **PAGE 63.** Syndicators review pro's and con's of first-run sitcom checkerboards. **PAGE 64.** Television producers discuss the link between the bottom line and creativity. **PAGE 66.** Panelists see changes on the horizon for broadcasters under Democratic Congress. **PAGE 68.** NATPE honors its best with Irises. **PAGE 70.** Two attorneys present hypothetical bankruptcy case. **PAGE 71.**

FREEDOM WRITERS □ World Press Freedom Committee meets in London to assess the state of censorship around the world. **PAGE 72.**

1990 PROJECTIONS □ Veronis Suhler & Associates forecasts double-digit growth rates for broadcasting and cable through end of decade. **PAGE 77.**

RIGHT HAND MEN □ National Religious Broadcasters begins 44th annual convention, in Washington. **PAGE 79.**

NO SNOW DAY □ Corporation for Public Broadcasting reelects officers and goes over 1988 budget proposal. **PAGE 80.**

SMPTE IN SAN FRANCISCO □ Society of Motion Picture and Television Engineers conference to center on technology trends into the next century. **PAGE 81.**

SHORT WAVE TALKS □ Geneva is site of World Administrative Radio Conference where representatives will meet to develop a plan for HF spectrum. **PAGE 82.**

ADDING UP □ More stations agree to air condom advertising. **PAGE 85.**

GEORGIA ON THEIR MINDS □ Boosting sales is the theme of the Radio Advertising Bureau's Managing Sales Conference, to get under way this weekend in Atlanta. **PAGE 85.**

KINGS' MAN □ Stuart Hersch's bottom-line basics have helped send King World to the top of the programing stocks charts. **PAGE 103.**

INDEX TO DEPARTMENTS

Advertising & Marketing 85	Datebook 24	In Sync 75	Programing 63
Business 77	Editorials 106	Journalism 72	Riding Gain 76
Business Briefly 20	Fates & Fortunes 99	The Media 79	Stock Index 87
Cablecastings 10	Fifth Estater 103	Monday Memo 34	Technology 81
Changing Hands 80	For the Record 86	Open Mike 32	Telecastings 90
Closed Circuit 9	In Brief 104		

INDEX TO ADVERTISERS: Access Syndication 47 □ American Chiropractic Assn. 69 □ American Psychological Assn. 30 □ Americom Second Cover □ Blackburn & Co., Inc. 80 □ Buena Vista Television 54-55 □ Chapman Associates 90 □ Chicago, University of 101 □ Citicorp 65 □ Classified Ads 91-98 □ Columbia/Embassy Television 21, 23, 25, 27, 28-29 □ Communications Equity Associates 83 □ Continental Electronics 76 □ R.C. Crisler & Co., Inc. 82 □ Cycle-Sat 38 □ Milton Q. Ford & Associates 85 □ Four Star International, Inc. 31 □ Fuller-Jeffrey Broadcasting Companies, Inc. 57 □ Gammon & Ninowski Media Investments, Inc. 86 □ Greenwood Performance Systems 79 □ Harris Corp. 35 □ The Ted Hepburn Co. 81 □ Home Shopping Network 78 □ MCA TV Front Cover, 8 □ Medialink 73 □ Morgan Stanley & Co., Inc. 51, 53 □ Nielsen Media Research 59 □ Orbis Communications 11, 33 □ Panasonic Broadcast Systems 18-19 □ Professional Cards 89 □ Services Directory 87 □ Shearson Lehman Brothers, Inc. Third Cover □ SONY Broadcast 36-37, 48-49 □ 20th Century Fox Television 12-13, 14-15 □ Viral Response Systems 61 □ Ward-Beck Systems Ltd. Fourth Cover □ Warner Bros. Television Distribuiton 17 □ Wertheim Schroder & Co., Inc. 84 □ Worldvision Enterprises, Inc. 4-5, 6-7

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to the highly successful *M*A*S*H* when it went into syndication; made-for-TV movies were touted any time they performed better than theatricals; women's programs were offered to counterprogram *Monday Night Football*, and action programs were offered to counterprogram nighttime soaps.

Best television fare honored with Irises

WBZ-TV Boston, WTVF(TV) Nashville and noncommercial KETS(TV) Little Rock, Ark., each won two Iris awards in NATPE's annual honors for the best in local television programing. WBZ-TV won in the entertainment and talk/service/information categories for *Tender Places* and *People Are Talking: What Makes a Survivor*, respectively. WTVF won for *Senior Stars* (sports) and *Aging: A Family Affair* (talk/service/information). *Summer's End* (children's) and *Fort Smith: Hell on the Border* (entertainment) were KETS(TV)'s winning entries.

NATPE's Award of the Year went to television producer Norman Lear, for his "enormous contributions to television entertainment."

President's awards were given to NBC and the British Broadcasting Corp. for their outstanding service to the broadcast industry and to Bob Bernstein, president of NATPE's public relations firm, March Five, for "his 18 years of dedication and loyalty to the association." NATPE is moving its headquarters from New York to Los Angeles and is conducting a search for a new public relations firm.

The complete list of Iris winners follows.

Iris of the year

Norman Lear

President's Award

NBC, British Broadcasting Corp., and **Bob Bernstein,** president, March Five

Lear

Bernstein

International Iris

CJOH-TV Ottawa and **John Beveridge** □ *High School Confidential.*

Markets 1-20

KABC-TV Los Angeles □ *Free At Last* (public affairs)

WKYC-TV Cleveland □ *Cleveland Vice* (program segments)

WPLG(TV) Miami □ *In the Beginning* (sports)

WCAU-TV Philadelphia □ *Kidside* (children's)

WBZ-TV Boston □ *Tender Places* (entertainment)

KGO-TV San Francisco □ *Doctor Edell's Medical Journal* (magazine)

WBZ-TV Boston □ *People Are Talking: What Makes a Survivor* (talk/service/information)

KNBC-TV Los Angeles □ *The Spirit of Southern California* (short subjects)

WBBM-TV Chicago □ *Lourdes: An American Pilgrimage* (all other)

Markets 21-50

Maryland Public Television □ *Streets of War* (public affairs)

KGTV(TV) San Diego □ *Addictor Boats* (program segments)

WTVF(TV) Nashville □ *Senior Stars* (sports)

WOWK-TV Huntingdon, W. Va. □ *The Art of Computer Animation* (children's)

WLAE-TV New Orleans □ *St. Charles Streetcar: Our Oldest Line* (entertainment)

KSL-TV Salt Lake City □ *Canyonlands* (magazine)

WTVF(TV) Nashville □ *Aging: A Family Affair* (talk/service/information)

WHIO-TV Dayton, Ohio □ *Fly* (short subjects)

WFTV(TV) Orlando, Fla. □ *Life in Stress Lane* (all other)

Markets 51-214

WHA-TV Madison, Wis. □ *Fall From Grace* (public affairs)

WTVC(TV) Chattanooga □ *Side Roads: Favorite Haunts* (program segments)

KGUN-TV Tucson, Ariz. □ *Two for the Road* (sports)

KETS(TV) Little Rock □ *Summer's End* (children's)

KETS(TV) Little Rock □ *Fort Smith: Hell on the Border* (entertainment)

KGMB(TV) Honolulu □ *Hawaiian Moving Company* (magazine)

KGAN-TV Cedar Rapids, Iowa □ *Harvest of Discontent* (talk/service/information)

WBIR-TV Knoxville □ *The Heartland Series: A Gift for Jacob* (short subjects)

WNPB-TV Morgantown, W. Va. □ *Do You Hear the Rain?* (all other)

Super Bowl was super for CBS

CBS took the ratings week ended Jan. 25, week 18 of the prime time season, with an 18.5 rating/28 share over NBC's 17.9/27 and ABC's 14.6/22. The broadcast of Super Bowl XXI took first place on the chart with a 45.8/66, moving NBC's *Cosby Show* to second place. *Cosby*'s 41.3/56 was a record breaker for the series, topping the show's previous ratings record of 39.0. *Family Ties* came in third place with a 39.2/53, while the Super Bowl postgame show pushed into fourth place for the week with a 34.0/49 and moved *Cheers*, also on NBC, to fifth with a 30.7/42.

Last year the week went to NBC with a 21.2/32 over CBS's 16.0/24 and ABC's 14.4/22. In this year's season-to-date race, NBC has a 17.9/28, while CBS has a 16.2/26 and ABC a 14.1/22.

The evening news race went to NBC with a 13.4/22, a slim victory over CBS's 13.3/22, but comfortably ahead of ABC's 11.6/19. Last year's news numbers for week 18 were: CBS 13.6/23, NBC 12.2/21 and ABC 11.5/19.

Homes using television (the HUT level) was 66.5%, up from last week's 65.4% and up from last year's 65.7%.

CBS took three nights: Monday, Friday and Sunday. NBC won on Thursday and Saturday, leaving ABC with Tuesday and Wednesday.

Rank	Show	Network	Rating/Share
1.	Super Bowl XXI	CBS	45.8/66
2.	Cosby Show	NBC	41.3/56
3.	Family Ties	NBC	39.2/53
4.	Super Bowl, post-game	CBS	34.0/49
5.	Cheers	NBC	30.7/42
6.	Golden Girls	NBC	28.4/42
7.	*Tortellis	NBC	25.1/36
8.	Moonlighting	ABC	24.4/36
9.	Who's the Boss?	ABC	24.2/35
10.	Growing Pains	ABC	24.2/34
11.	Newhart	CBS	22.9/31
12.	Dallas	CBS	22.3/34
13.	Amen	NBC	20.9/33
14.	227	NBC	20.7/34
15.	Matlock	NBC	20.2/29
16.	Miami Vice	NBC	20.0/30
17.	*Hard Copy	CBS	19.8/33
18.	Kate & Allie	CBS	19.8/27
19.	My Sister Sam	CBS	19.7/27
20.	Dynasty	ABC	19.6/28
21.	Highway to Heaven	NBC	19.5/28
22.	L.A. Law	NBC	19.1/30
23.	Head of the Class	ABC	18.6/27
24.	ALF	NBC	18.4/25
25.	Facts of Life	NBC	17.9/30
26.	Magnum P.I.	CBS	17.2/26
27.	Cavanaughs	CBS	17.8/25
28.	Hunter	NBC	17.6/30
29.	Falcon Crest	CBS	17.4/28
30.	20/20	ABC	17.2/27
31.	Unsolved Mysteries	NBC	17.1/29
32.	Out on a Limb, pt. 2	ABC	16.8/25
33.	Perfect Strangers	ABC	16.8/25
34.	MacGyver	ABC	16.7/23
35.	Hotel	ABC	16.1/26
36.	Hill Street Blues	NBC	15.9/23
37.	Amazing Stories	NBC	15.6/21
38.	Equalizer	CBS	15.5/26
39.	Scarecrow & Mrs. King	CBS	15.4/24
40.	Jack & Mike	ABC	15.2/25
41.	NBC Sunday Night Movie	NBC	15.2/23
42.	Webster	ABC	15.0/23
43.	Mr. Belvedere	ABC	14.8/23
44.	Cagney & Lacey	CBS	14.6/23
45.	NBC Monday Night Movies	NBC	14.5/21
46.	Pointer Sisters Special	NBC	14.4/23
47.	Gimme a Break	NBC	14.4/21
48.	ABC Sunday Night Movie	ABC	14.2/21
49.	St. Elsewhere	NBC	14.1/23
50.	Colbys	ABC	13.4/19
51.	Simon & Simon	CBS	13.2/20
52.	Stingray	NBC	12.8/20
53.	Ohara	ABC	12.8/20
54.	Spenser: For Hire	ABC	12.4/21
55.	Sledge Hammer	ABC	12.3/20
56.	Valerie	NBC	12.3/17
57.	Mike Hammer	CBS	12.1/18
58.	Sidekicks	ABC	11.8/20
59.	Starman	ABC	11.8/19
60.	The Wizard	CBS	11.8/17
61.	Easy Street	NBC	11.2/16
62.	Supernight Super Bowl	CBS	11.1/19
63.	CBS Tuesday Movie	CBS	11.1/17
64.	Our House	NBC	9.7/14
65.	Shell Game	CBS	9.3/13
66.	Disney Sunday Movie	ABC	8.3/12
67.	Our World	ABC	7.7/10
68.	Gungho	ABC	7.4/11
69.	CBS Saturday Movie	CBS	6.8/11
70.	Dads	ABC	6.4/10

*indicates premiere episode

crease power to 5 kw. Action Jan. 20.

■ WINZ (940 khz) Miami—Dismissed app. to change power to 50 kw, non-DA. Action Jan. 14.

■ WKHX (590 khz) Atlanta—Granted app. to make changes in ant. sys. Action Jan. 15.

■ WACN (830 khz) Franklin, Kan.—Dismissed app. to change TL. Action Jan. 15.

■ WGL (1250 khz) Fort Wayne, Ind.—Returned app. to increase day power to 2.4 kw and night power to 2 kw and make changes in ant. sys. Action Jan. 14.

■ WMIN (1030 khz) Maplewood, Minn.—Returned app. to change night power to 1 kw and change to DA-2. Action Jan. 14.

■ KLOH (1050 khz) Pipestone, Minn.—Returned app. to increase power to 10 kw and make changes in ant. sys. Action Jan. 14.

■ WACK (1420 khz) Newark, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 15.

■ WRFD (880 khz) Columbus, Ohio—Dismissed app. to change TL. Action Jan. 15.

■ WCUE (1150 khz) Cuyahoga Falls, Ohio—Returned app. to increase day power to 2.5 kw; change TL, and make changes in ant. sys. Action Jan. 14.

■ WRSS (1410 khz) San Sebastian, P.R.—Returned app. to increase day and night powers to 2.5 kw and change to non-DA. Action Jan. 14.

■ KVSN (1500 khz) Tumwater, Wash.—Granted app. to increase power to 1 kw. Action Jan. 12.

FM's

■ KXDZ (103.1 mhz) Anchorage—Returned app. to change TL; change ERP to 3 kw, and change HAAT to minus 156.13 ft. Action Jan. 14.

■ KQZE (95.7 mhz) St. Johns, Ariz.—Returned app. to change TL and change HAAT to 1,003 ft. Action Jan. 14.

■ WRMF (97.9 mhz) Palm Beach, Fla.—Granted app. to operate former main ant. as aux. Action Jan. 16.

■ *WJTG (91.3 mhz) Fort Valley, Ga.—Granted app. to change TL and change HAAT to 459.2 ft. Action Jan. 14.

■ *KOJC (89.7 mhz) Cedar Rapids, Iowa—Granted app. to change TL; change ERP to 210 w, and change HAAT to 88.56 ft. Action Jan. 13.

■ KXLP (93.1 mhz) New Ulm, Minn.—Granted app. to change TL and change HAAT to 655.02 ft. Action Jan. 15.

■ WWOJ (106.3 mhz) Avon Park, N.J.—Granted app. to move SL outside community of lic. Action Jan. 2.

■ WNCX (98.5 mhz) Cleveland—Returned app. to change TL; change ERP to 16 kw, and change HAAT to 959.73 ft. Action Jan. 14.

■ KZKQ (92.1 mhz) Mangum, Okla.—Returned app. to change TL. Action Jan. 14.

■ WJLT (102.3 mhz) Crozet, Va.—Dismissed app. to change TL; change ERP to 3 kw, and change HAAT to 239.44 ft. Action Jan. 13.

■ WBCS-FM (102.9 mhz) Milwaukee—Dismissed app. to change HAAT to 433 ft. and change to non-DA. Action Jan. 14.

TV's

■ KSCH-TV (ch. 58) Stockton, Calif.—Granted app. to change HAAT to 1,833.52 ft. and change TL. Action Jan. 20.

■ *WRES (ch. 18) Cocoa, Fla.—Granted app. to change ERP to vis. 28.3 kw, aur. 2.8 kw; change TL, and change HAAT to 400 ft. Action July 3, 1986.

■ WNPL-TV (ch. 46) Naples, Fla.—Granted app. to change HAAT to 1,198 ft. and move SL outside community of lic. Action Jan. 16.

■ WXFL (ch. 8) Tampa, Fla.—Granted app. to change HAAT to 1,930 ft. and install new ant. Action Jan. 15.

■ KBUZ (106.5 mhz) Arkansas City, Kan.—Granted app. to change TL and change HAAT to 1,968 ft. Action Jan. 21.

■ WLLA (ch. 64) Kalamazoo, Mich.—Granted app. to change TL. Action Jan. 16.

■ KCTZ (ch. 7) Bozeman, Mont.—Granted app. to change ERP to vis.: 44.1 kw; aur.: 4.41 kw; change HAAT to 816 ft., and change TL. Action Jan. 16.

■ KGBT (ch. 4) Harlingen, Tex.—Granted app. to change HAAT to 1,298.9 ft. Action Jan. 16.

■ KRVL (94.3 mhz) Kerrville, Tex.—Granted app. to change TL; change ERP to 1.5 w, and change HAAT to 424.76 ft. Action Jan. 20.

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*1982 Readership Survey showing 5.2 readers per copy

Summary of broadcasting as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.